

ASX RELEASE

LOOP ANNOUNCES MAJOR NEW REGIONAL CARRIER AGREEMENT FOR MOKO.MOBI

MOKO.mobi to launch across multiple Central and Latin American countries with América Móvil, accessing over 160 million customers

Sydney, 8 December 2008 – Loop Mobile Limited (ASX: LPM) today is pleased to announce that, via its partnership with Run The Red do Brasil Ltda, has reached an exclusive agreement with América Móvil, the leading wireless provider in Latin America. América Móvil is one of the world's largest mobile carrier groups with over 160 million customers, and with annual revenues of over US\$30 billion, to roll out its MOKO.mobi service across the América Móvil group.

The América Móvil agreement covers deployment of MOKO.mobi across multiple countries covering the US, Central and South America, including the dominant customer bases in Mexico, Brazil and most other Latin American markets. MOKO.mobi will be localised and available in Spanish, Portuguese, and English versions across all regions.

"This is Loop's most significant deal to date and is a significant step in establishing MOKO.mobi as the premier, carrier integrated mobile chat and community platform."

"Now that MOKO.mobi is the leading mobile chat service in Australia, Loop is well on the path to be firmly established in the primary mobile markets of India, South East Asia, the US and Canada and now Latin America." said Loop's CEO Ian Rodwell.

MOKO.mobi is rapidly being recognized by the world's largest mobile carriers as being a superior mobile chat & share platform, with unique billing capabilities, traditional content integration, and mobile advertising as the revenue generation capabilities.

MOKO.mobi has provides flexibility and modular structure to be able to provide mobile carriers the opportunity to integrate their own content within the MOKO.mobi platform, creating a sticky environment to retail traditional content, like ring tones and music, differentiating it from its competitors.

“Loop is well advanced in negotiations with other major carriers and we hope to be able to announce further deals in the coming months.” Mr Rodwell said.

“MOKO is already available globally via mobile web and the web, and now with the addition of new language versions, particularly Spanish, which is one of the most widely used languages in the world, we are able to reach an even larger global audience” he continued.

Loop has been focussing on developing international carrier relationships for several years now. This contract is an example of how the company’s strategy of pursuing direct billing integration with carriers, and to manage the end user’s activity like MMS, private media messaging, mobile advertising, and enabling other micro billing opportunities, is being well received by major global telecommunications companies.

The deal with América Móvil includes revenue share across all premium billing events and mobile advertising, together with the ability to link to mobile account billing from the MOKO.mobi website.

ENDS

MEDIA ENQUIRES

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About Loop Mobile Limited

Loop provides an advanced, fully integrated mobile web and web instant chat, user generated content, and social networking community globally to carriers and major brand properties, as well as directly to consumers via mobile web and the web.

Targeting the youth and young adult demographic, the company's flagship service, MOKO.mobi, is implemented across the Telstra Australia, 3 Mobile Australia, Optus Singtel, Virgin Mobile Australia, Smart Philippines, Virgin Mobile USA, and Helio USA wireless networks. MOKO is also available worldwide via the mobile web and web at www.moko.mobi

Loop was founded in 2004 in Perth, Western Australia. Its proprietary platform enables the uploading and viewing of photos, audio, videos, personal profiles, instant chat, private media messaging, search facilities and other additional features.

www.loopmobilelimited.mobi